

HOUSE JOINT RESOLUTION 1423

By Cooper B

A RESOLUTION to honor and commend the City of Memphis
upon its recent recognition as a regional center
for advertising excellence.

WHEREAS, it is fitting that this General Assembly honor those praiseworthy cities of
Tennessee that bring great acclaim to the State; and

WHEREAS, the City of Memphis is one such city befitting of commendation for its recent
recognition as a regional center for advertising excellence; and

WHEREAS, in the five-state regional ADDY competition this spring, Memphis advertising
agencies garnered ten gold awards, second only to Atlanta; and

WHEREAS, with over 60,000 entries annually, the ADDY Awards is the world's largest
and arguably toughest advertising competition; and

WHEREAS, representing the true spirit of creative excellence by recognizing all forms of
advertising from media of all types, creative by all sizes and entrants of all levels from anywhere
in the world, the ADDY Awards competition is the only creative awards program administered by
the advertising industry for the industry; and

WHEREAS, the American Advertising Federation conducts the ADDY Award through its
200 member advertising clubs and fifteen districts; and

WHEREAS, the Memphis winners include Carpenter Sullivan Sossaman who won five
gold and nine silvers for work with Holiday Deli & Ham, Bosco's, and the Mid-South Fair; Oden;
Disciple Design; Tactical Magic; Red Deluxe; archer=malmo; Chung Design; RedRover Co.,
and Brian Casabella. Students Cody Maple and Willis Porter each won silver awards; and

WHEREAS, this General Assembly finds it appropriate to pause in its deliberations to
acknowledge and applaud the City of Memphis and its award-winning advertising agencies;
now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED FIFTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we honor and commend the City of Memphis upon its recent recognition as a regional center for advertising excellence.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.